

+++ ISO-NEWS +++

ISO at EuroShop

In 2008, for the first time ever, the International Shopfitting Organisation (ISO) had a joint stand at EuroShop. Measuring 400 sqm, it provided exhibition space for 14 ISO member companies and served as a meeting point for other ISO members and business friends who had exhibits or were attending. ISO Secretary General Preben Bailey reports:

No matter what the hour, a visitor to the lounge of the ISO stand could expect to see all kinds of people at other tables: an Australian talking with an American, a German talking with a Chinese, or two Indians getting acquainted over a cup of tea.

At EuroShop, as in the International Shopfitting Organisation, personal contacts are vitally important. Meeting people from the industry is what it's all about. The ISO meeting point was set up to give its members and guests just such an opportunity. Thank you for coming!

An ISO activity that drew particular attention at EuroShop was the presentation of the ISO Best-in-Show Award to three outstanding trade fair participants, who were selected from among the 92 ISO members that exhibited. The award was given in three categories: Idea Award, Design Award and Product Presentation Award.

The prize for the best idea went to the wonderful stand of Schweitzer Ladenbau, an Italian shopfitting company. This stand was designed to resemble a "village" and a "shopping mall". Visitors were endlessly fascinated by the wide variety of retail sectors shown, all of which were displayed in "true-to-life" settings.

The Design Award went to EuroDisplay from Germany for its attractive, high-quality presentation of display mannequins. This was an example of how successful design can contrib-



▲ ISO Award winner "Best Idea": Schweitzer Ladenbau

ute to profits. The ISO jurors reported hearing visitors saying things like "Did you see that?" and "How beautiful!".

The prize for the best product presentation went to the lighting manufacturer Zumtobel from Austria. Many retailers, and even many designers, have yet to recognise the importance of lighting in creating effective, high-selling product presentations. Zumtobel gave an excellent demonstration of how light can be used to display products effectively and increase sales.

The winners received their prizes at the ISO's get-together party on Sunday afternoon, with 120 guests attending. ISO president Carsten Schemberg supplied the Spanish cava for the glasses that were lifted in anticipation of the annual ISO Congress, to be held this May in Barcelona.

Contact: www.thbailey/iso.com



▲ ISO Award winner „Best Product Presentation“: Zumtobel



▲ ISO Award winner "Design": EuroDisplay